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PATENT  
02-409-T (formerly PM4)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Kovac et al.

Examiner: Srivastava

Serial No.: 09/778,234

Group Art Unit: 2611

Title: SYSTEM AND METHOD FOR ADVERTISEMENT  
SPONSORED CONTENT DISTRIBUTION

Filed: February 6, 2001

Certificate of First Class Mailing under 37 CFR 1.8

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Donna Miller Date: 11-18-04  
Donna Miller

**SUPPLEMENTAL DISCLOSURE STATEMENT**

In accordance with the duties imposed by 37 C.F.R. § 1.56 et seq., the Applicants submit the enclosed Information Disclosure Statement for consideration by the Examiner in connection with the patent application identified above. Each item of information contained in the Information Disclosure Statement was first cited in a communication from the US PCT Office in counterpart PCT application Serial No. PCT/US01/03936. The Applicants believe that none of the documents identified discloses the **“SYSTEM AND METHOD FOR ADVERTISEMENT SPONSORED CONTENT DISTRIBUTION”** claimed in the above referenced patent application. A copy of each item of information is included with this Supplemental Disclosure

Statement. Also enclosed is a credit card authorization for the \$180 fee required under 37 C.F.R. § 1.98.

Respectfully submitted,



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## **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

*(Use as many sheets as necessary)*

Sheet 1

of 1

**Complete if Known**

Application Number	09/778,234
Filing Date	02/06/2001
First Named Inventor	Kovac
Art Unit	2611
Examiner Name	Srivastava
Attorney Docket Number	02-409-T (formerly PM4)

Examiner Signature		Date Considered	
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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